



Targeted Training Tools that Drive Revenue

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Maybe you've seen him on CNN, NBC, ABC, Larry King Live, the BBC, the Food Network, or heard him monthly on National Public Radio's All Things Considered. Maybe you read his monthly column discussing people, performance and profitability. Over 500,000 foodservice and retail employees, executives and franchisees worldwide have read his newsletters, books or columns, and have seen his DVDs, web casts, e-learning programs and live seminars. His products and programs have been featured in the Wall Street Journal, the New York Times, Newsweek, Fast Company, Inc. and USA Today.

Jim Sullivan, CEO of Sullivision.com, is a veteran of over 20 years in the hospitality industry as an award-winning operator and best-selling author. He's worked for and with companies as distinct as Walt Disney Company, Sam's Club, American Express, Southwest Airlines, and Coca-Cola. Not a "theorist", Jim is well-known as a brand-builder, motivator, trend-spotter and problem-solver. He has built his reputation designing successful sales, marketing, and customer service programs for the "Top 200" restaurant, hotel, and retail chains, and over 1,000 independent business owners and operators in the industry.

Jim is the author of two books that have sold over 400,000 copies worldwide, including Service That Sells and the 2007 best-selling book and audio book called Multi-Unit Leadership: The 7 Stages of Building High-Performing Partnerships and Teams. His DVDs called Jumpstart! The Art of Effective Pre-Shift Meetings and The Shift: How to Plan It, Lead It, Make It Pay are now being used in over 12,000 foodservice operations worldwide.

Jim is an award-winning restaurant operator, a visiting professor at Penn State University, Purdue, University of Delaware, Cal Poly and the Culinary Institute of America. He's a graduate of the University of Colorado, and lives in Wisconsin with his wife and children.

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